

1PW



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Jerry Price et al.)	Examiner:	Novosad, Jennifer Eleanore
)		
Serial No.:	10/766,075)	Art Unit:	3634
)		
Filed:	01/28/2004)	Attorneys' Docket No.	P214430
)		
Title:	PRODUCT DISPLAY SUPPORT SYSTEMS AND METHODS)		

AMENDMENT

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed March 16, 2006. It is believed that no fee is due at this time to maintain the application in full force and effect. However, if any such fee or charge is due, please charge this fee to Deposit Account No. 502099.

Please amend the application as described herein.

REMARKS

This Amendment is filed in response to the Office Action mailed on March 16, 2006, in connection with this case. In that Office Action, the Examiner rejected claims 1-6 under 35 USC § 103(a) based on U.S. Patent No. 5,894,940 to Gusdorf (Gusdorf) in view of U.S. Patent No. 5,913,316 to Carpinelli (Carpinelli '316). The Applicant respectfully submits that the rejection based on the combination of Gusdorf and Carpinelli '316 is improper but in any event has been rendered moot by the